Draft Statement of Principles of EU technology platforms

We, representatives of technology companies operating in the EU,

- Drawing inspiration from Europe’s historical ability to innovate, make innovation work for all, and compete globally while staying true to its values,
- Reaffirming the EU’s values, principles and traditions of social dialogue that built the European social model and social market economy,
- Believing that a European purpose-driven business model for platforms can constitute a global comparative advantage (in VicePresident M. Vestager’s words “Some say China has all the data and the US has all the money. But in Europe we have purpose”),
- Being confident of the power of data to simultaneously (1) generate new business models and economic sectors while also (2) bringing unprecedented potential for accountability (social, environmental, economic),

Believe that the (I) EU-based firms have a responsibility to act in ways that promote the principles below and that (II) regulators have an opportunity to facilitate, accelerate and make these aspirations a reality by ensuring a level playing field for companies that seek to:

1) **Account for all negative externalities**, commit to eliminating them and design strategies to reach those goals:
   a) **Socially**: seek inclusive and fair platform work with a demonstrably positive impact by ensuring access to benefits irrespective of work/employment status.
   b) **Environmentally**: seek carbon neutrality and full environmental sustainability of material impacts (i.e. waste).
   c) **Economically**: favor the role of catalyst rather than a disruptor in the ecosystem (by, for instance, aiming to ensure at least 90% of our partners are SMEs, helping reduce precarious working conditions and the grey economy, etc).

2) **Be present, engaged, and part of the fabric** of the cities and countries they operate in by:
   a) Being available for, joining and promoting all relevant and feasible formats of social and policy dialogue and public-private partnerships.
   b) **Promoting “data for good” usage** by supporting public institutions that advance mobility, the promotion and digitalisation of SMEs, better health/consumption patterns, the digital single market, and more.
   c) **Staying and contributing**: helping make local taxation frameworks work and contributing (optimise taxation before tax optimisation).

3) **Be a responsible user of technology** and data by proactively promoting:
   a) Transparency and accountability of how algorithms work,
   b) Ability of users to have control of personal data and making processing transparent,
   c) Responsive communication and implementation of best practices.